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In the Claims:

1. – 54. (canceled)

56.(canceled)

57.(canceled)

58.(new) A cellulosic based substrate or matrix for controlling flying insects, the cellulosic based substrate or matrix impregnated and/or dosed with an insecticidally effective amount of a vapour active pyrethroid in a carrier solvent or combination of carrier solvents, wherein the carrier solvent(s) has an evaporation rate according to ASTM D3539-87 of less than 1.0;

wherein the carrier solvent(s) is/are selected from carrier solvents having a boiling point in the range 50°C to 265°C, normal paraffins with a boiling point range of 155°C to 276°C, dearomatised aliphatic hydrocarbons and their blends in the boiling point range of 33°C to 265°C, and/or isoparaffins in the boiling point range of 150°C to 300°C;

and wherein the carrier solvent(s) has a Snyder polarity index in the range of 0.0-4.0, such that the vapour active pyrethroid is emanated into the environment at a rate of at least 0.040 mg/h.

59.(new) The cellulosic based substrate or matrix according to claim 58 wherein the vapour active pyrethroid is selected from the group consisting of: metofluthrin, transfluthrin, empenthrin, methothrin, tefluthrin, and fenfluthrin or mixtures thereof.

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60. (new) The cellulosic based substrate or matrix according to claim 58 wherein the cellulosic based substrate or matrix has a surface area in the range of 50-5000 cm² and the vapour active pyrethroid is present in an amount of 2.0-3000 mg/m².
61. (new) The cellulosic based substrate or matrix according to claim 58, wherein the solvent is selected from the group consisting of normal paraffins with a boiling point range of 155-276°C, dearomatised aliphatic hydrocarbons and their blends in the boiling point range of 150-265°C, isoparaffins in the boiling point range of 150-300°C and glycol ethers in the boiling point range of 120-243°C.
62. (new) The cellulosic based substrate or matrix according to claim 58, wherein the carrier solvent has a boiling point in the range of 150-265°C.
63. (new) The cellulosic based substrate or matrix according to claim 58, wherein the vapour active pyrethroid is metofluthrin.
64. (new) The cellulosic based substrate or matrix according to claim 58, wherein the vapour active pyrethroid is emanated into the environment with non-augmented air movement at a rate of at least 0.040 mg/h at a temperature in the range of 18-40°C.
65. (new) The cellulosic based substrate or matrix according to claim 58, wherein the vapour active pyrethroid is emanated into the environment at a rate of at least 0.075 mg/h, preferably at a temperature in the range of 21-35°C.
66. (new) The cellulosic based substrate or matrix according to claim 58, wherein the cellulosic based substrate or matrix is in the form of a honeycomb arrangement.

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67. (new) The cellulosic based substrate or matrix according to claim 66, wherein the honeycomb arrangement has two ends that are attached to a protective material into which the vapour active pyrethroid cannot migrate and/or be absorbed, and wherein the honeycomb arrangement has an open form that allows emanation of the vapour active pyrethroid into the atmosphere and a closed form which inhibits migration and/or absorption of the vapour active pyrethroid into the atmosphere.

68. (new) The cellulosic based substrate or matrix according to claim 58, wherein the flying insects are mosquitoes.

69. (new) The cellulosic based substrate or matrix according to claim 58, wherein the carrier solvent has a Snyder polarity index of less than 4.0.

70. (new) The cellulosic based substrate or matrix according to claim 58, wherein the carrier solvent has a Snyder polarity index of less than 0.5.

71. (new) A flying insect control article comprising a cellulosic based substrate or matrix as claimed in claim 58.

72. (new) The flying insect control article of claim 71 further comprising:
a protective material that is attached to the cellulosic based substrate or matrix into which protective material the vapour active pyrethroid does not migrate and/or is not absorbed;
wherein the cellulosic based substrate and/or matrix exists in a closed and open form such that when in the open form the pyrethroid is able to emanate from the substrate into the environment and when in the closed form the protective material covers the substrate or matrix to minimise emanation of the pyrethroid into the environment.

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73. (new) The flying insect control article of claim 71, wherein the flying insect control article is packaged and comprises:

a packaging material enclosing the cellulosic based substrate or matrix into which material the vapour active pyrethroid does not migrate and/or is not absorbed;

wherein when the packaging material enclosing the cellulosic based substrate or matrix is removed from around the cellulosic based substrate or matrix, the vapour active pyrethroid is free to emanate from the cellulosic based substrate or matrix exposed to the environment to control flying insects.

74. (new) The flying insect control article of claim 71, wherein the flying insect control article is a stable flying insect control article and is enclosed by a packaging material;

wherein the cellulosic based substrate or matrix is wet with a solution of the insecticidally effective amount of the vapour active pyrethroid and the vapour active pyrethroid emanates from the cellulosic substrate or matrix into the environment at a rate of at least 0.040 mg/h but does not migrate and/or is not absorbed into the packaging material.

75. (new) The flying insect control article according to claim 72, wherein the protective material and packaging material is selected from the group including metalised polyester, heat sealed polyester films, polyester based film and formed sheet, acrylonitrile-methyl acrylate copolymers and laminates thereof, metal foil and laminates thereof, or is glass.

76. (new) A method for controlling flying insects comprising the steps of:

a) providing the cellulosic based substrate or matrix according to claim 58;

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- b) exposing the cellulosic based substrate or matrix in an environment with non-augmented air movement; and
- c) allowing the vapour active pyrethroid impregnated within and/or dosed on the cellulosic based substrate or matrix to passively emanate into the air.

77. (new) A method for controlling flying insects comprising the steps of:

- a) providing a flying insect control article according to claim 71;
- b) exposing the cellulosic based substrate or matrix in an environment with non-augmented air movement; and
- c) allowing the vapour active pyrethroid impregnated within and/or dosed on the cellulosic based substrate or matrix to passively emanate into the air.

78. (new) A method of packaging a cellulosic based substrate or matrix according to claim 58 comprising the steps of:

- a) providing a packaging material through which the vapour active pyrethroid does not migrate and/or is not absorbed;
- b) forming a pouch with the packaging material;
- c) filling the pouch with the cellulosic based substrate or matrix or insect control article; and
- d) sealing the pouch.

79. (new) A method of packaging a flying insect control article according to claim 71 comprising the steps of:

- a) providing a packaging material through which the vapour active pyrethroid does not migrate and/or is not absorbed;
- b) forming a pouch with the packaging material;
- c) filling the pouch with the cellulosic based substrate or matrix or insect control article; and
- d) sealing the pouch.